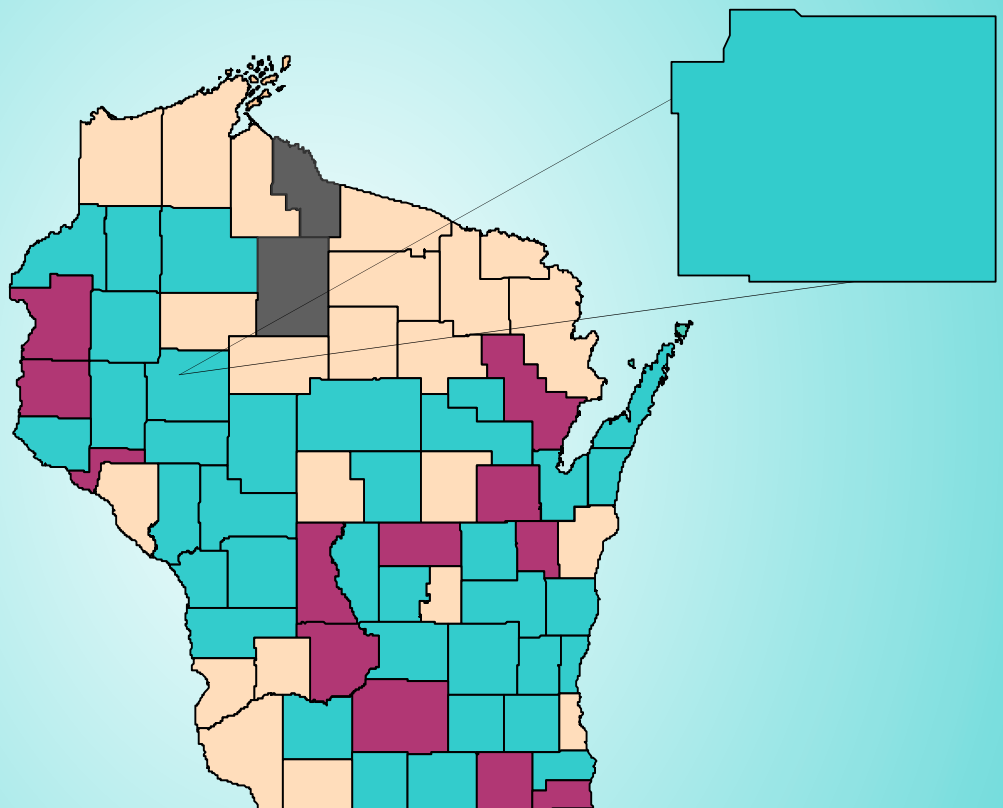


Chippewa County Workforce Profile

Projected population growth from 2000 to 2020



Source: Wisconsin Department of Administration, Demographic Services Center.
Statewide population growth is projected to be 13.9 percent from 2000 to 2020.



County Population

The population in Chippewa County increased 2.5 percent from April 2000 through December 31, 2001, exceeding both state and national increases of 1.7 and 2.0 percent, respectively. Chippewa County ranked 13th highest in the State of Wisconsin in percent change in population with the addition of 1,393 residents in the twenty-month period.

The largest increase in population occurred in the towns of Hallie and Lafayette which are sandwiched between the cities of Chippewa Falls and Eau Claire. The population in the county's largest municipality, the City of Chippewa Falls, increased by 189 residents since April 2000.

The increase in county population was primarily from individuals relocating to the county. Since April 2000, 1,137 new residents moved to the county for a migration rate of 2.06 percent. The migration rate in Chippewa County, part of the Eau Claire metropolitan statistical area, exceeded both the rate for other metropolitan counties in the state and the state migration rate of .94 percent.

In addition to the growth from migration, the population increased by 256 from natural causes in spite of 1,177 births to county residents. One reason why the increase in population from natural causes is so lower than other counties is that the median age in Chippewa County in 2000 was 37.6 years, higher than in many Wisconsin counties.

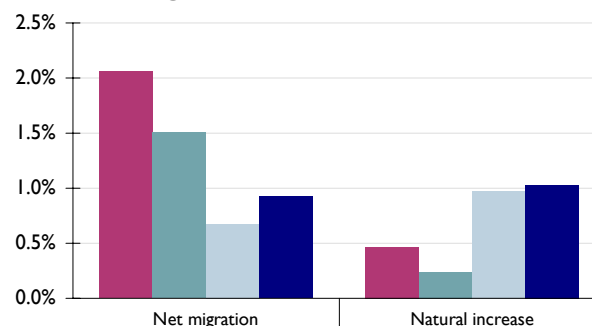
Another reason for fewer births is that there is less ethnic diversity in the population and fewer

Total Population

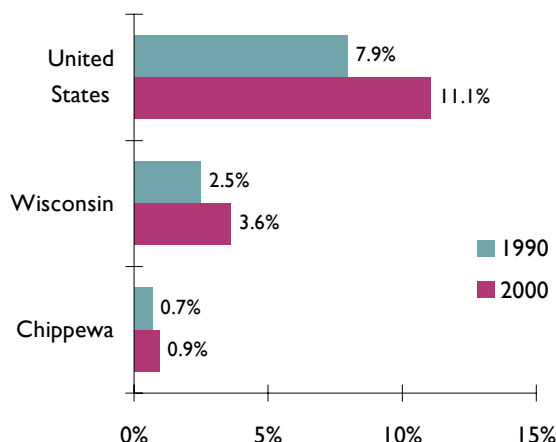
	April 2000 Census	January 1, 2002 estimate	Percent change
United States	281,421,906	286,923,000	2.0%
Wisconsin	5,363,701	5,453,896	1.7%
Chippewa County	55,195	56,588	2.5%
Largest Municipalities			
Chippewa Falls, City	12,925	13,114	1.5%
Lafayette, Town	5,199	5,442	4.7%
Hallie, Town	4,703	4,949	5.2%
Bloomer, City	3,347	3,364	0.5%
Eagle Point, Town	3,049	3,181	4.3%
Wheaton, Town	2,366	2,443	3.3%
Eau Claire, City*	1,910	1,966	2.9%
Anson, Town	1,881	1,930	2.6%
Stanley, City	1,898	1,916	0.9%
Cornell, City	1,466	1,457	-0.6%

* Chippewa County portion only

Net migration and natural increase



Share of Foreign-born Residents



Source: Wisconsin DOA, Demographic Services Center & US Census Bureau

foreign-born residents than in other areas of Wisconsin and the United States. In the United States, and to some degree in Wisconsin, an increase in births is linked to the non-white populations. Even though the number of births to whites is still the largest share of all births, that is declining as births to other ethnic groups is increasing.

Most of the foreign-born residents in the county were born in European and Asian countries. Out of a total foreign-born population in 2000 of 520 232

Source: US Dept. of Commerce, Census 2000, Summary file-4, QT-P14

(Continued on page 2)

Chippewa County Workforce Profile

Population Projections by Age Groups in Chippewa County

	0-4	5-9	10-14	15-19	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	60-64	65-69	70-74	75+
2000																
Male	1,838	2,034	2,270	2,213	1,388	1,472	1,733	2,404	2,300	2,186	1,787	1,338	1,064	1,005	910	1,526
Female	1,613	1,848	2,178	2,069	1,412	1,453	1,786	2,147	2,277	2,084	1,744	1,338	1,182	1,065	1,119	2,412
2005																
Male	1,812	2,026	2,094	2,228	2,063	1,752	1,782	2,016	2,610	2,388	2,196	1,762	1,280	1,010	873	1,634
Female	1,741	1,781	1,905	2,052	1,681	1,578	1,525	1,821	2,151	2,258	2,046	1,726	1,303	1,120	997	2,529
2010																
Male	1,890	1,995	2,109	2,122	2,086	2,186	1,848	1,875	2,060	2,597	2,368	2,175	1,713	1,249	910	1,743
Female	1,820	1,924	1,859	1,829	1,703	1,888	1,691	1,589	1,864	2,177	2,259	2,065	1,719	1,265	1,073	2,566
2015																
Male	1,922	2,053	2,063	2,121	1,984	2,208	2,289	1,934	1,904	2,023	2,567	2,336	2,106	1,671	1,127	1,846
Female	1,850	1,986	1,995	1,771	1,505	1,904	1,992	1,750	1,618	1,875	2,163	2,264	2,044	1,663	1,205	2,636
2020																
Male	1,966	2,056	2,117	2,069	1,976	2,090	2,302	2,386	1,960	1,861	1,987	2,532	2,263	2,054	1,513	2,110
Female	1,889	1,989	2,053	1,896	1,453	1,683	2,001	2,049	1,779	1,625	1,859	2,165	2,238	1,977	1,583	2,811

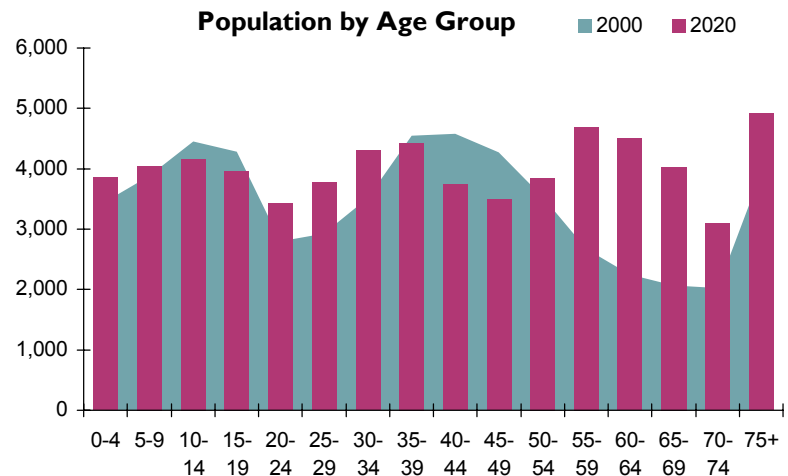
Source: Wisconsin Dept. of Administration, Demographic Services, October 2003

moved to the county prior to 1980.

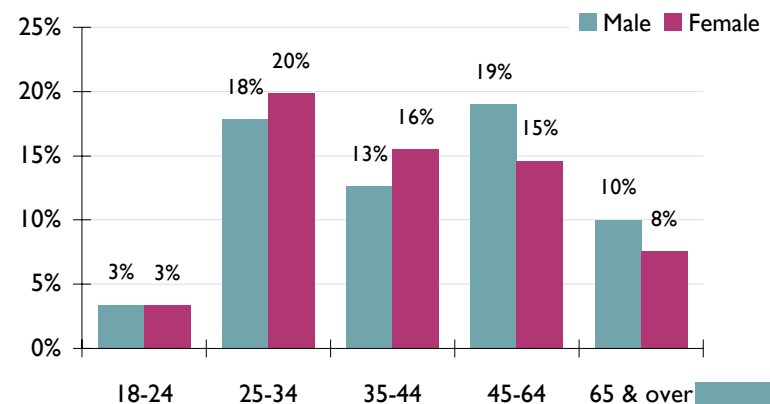
In the last decade there were over 6,583 births in the county. That's fewer than the number of residents 0-9 years old in 2000 and indicates that families with younger children were moving into the county. The influence of migration is also key in the population projections from the Wisconsin Demographic Services section. From 2000 to 2020 the total population is projected to increase by 9,097 residents. Some of that increase is projected in the younger age groups; but most will occur in the older age groups. The graph on the right illustrates just how much of the population will be over 55 years old in 2020 compared to 2000.

The background also shows the increase in population from the baby-boom, now in their late-30s and mid-50s and from a smaller surge in births in the late 1980s, now in their late teens. If you follow the age cohort of these groups (add 5 years to the group for every five years of time) you see very little loss of younger populations but a large increase in the older populations.

The bottom graph in some ways tracks the migration of college-educated population. In many counties, and in the state, the share of an age group with a bachelor's degree drops in the middle age groups as residents with college degrees leave the area. There is also a greater share of females with degrees in the younger age groups.



Percent of age group with at least a Bachelor's degree in Chippewa County



Source: US Dept. of Commerce, Census 2000, Summary file 4, QT-P20

Labor Force Characteristics

Once every ten years, the census produces labor force demographics that includes labor force participation rates by age groups. The labor force participation rate (LFPR) is the number of residents who are either working or looking for work divided by the total, non-institutional population.

The top graph shows that labor force participation rates peak in the middle age groups, then decline significantly at age 62. This reflects the changing needs and desire of people to work. Younger residents are in school, middle-aged residents have financial commitments, and older residents are anticipating retirement.

In Wisconsin the LFPR is higher than most other states and may have reached maximum levels. In 2002, the LFPR in Wisconsin of 73 percent was among the five highest in the United States. The overall participation rate in Chippewa County is lower than it was in the late 1990s when there were more jobs. In 2002 LFPR was 73.7 percent, higher than both the state rate national rate of 66.6 LFPR.

One reason for a higher overall participation rate is the large number of residents between the ages of 35 and 54 where participation rates are the highest. Over half of the labor force age population (16 years and older) is between the ages of 35 and 55. That declines to 40 percent in the next twenty years, however, and will have a significant impact on the future labor supply.

As the population ages, the lower participation rates and increasing number of residents over the age of 55 becomes more significant. The labor force projections in the graph on the right assume current participation rates by age and sex of the projected population for 2020.

By 2020 the total labor force in Chippewa County will increase 13 percent but one-fifth of the labor force will be over 55 years old. An increase of 13 percent in the labor force over the next twenty-year period is paltry compared with the increase of 31 percent in the last twenty-year period. A five percentage point increase in the participation rate of those over 55 could add 1,000 participants to the labor force but that would still fall short of previous years.

The total labor force in Chippewa County in-

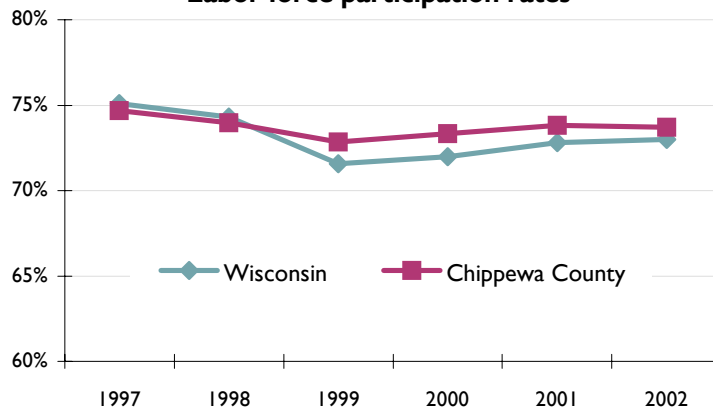
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Chippewa Labor Force Participation by Age & Sex in 2000



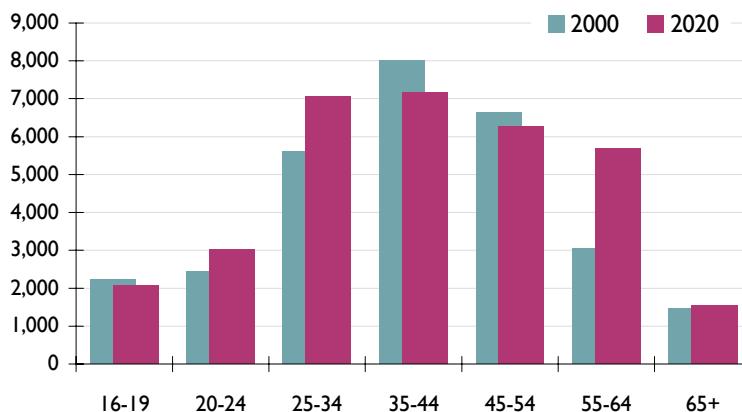
Source: US Dept. of Commerce, Census 2000, Summary file 4, PCT-79

Labor force participation rates



Source: WI DWD, Office of Economic Advisors, 2003

Labor Force by Age in 2000 & 2020 in Chippewa County



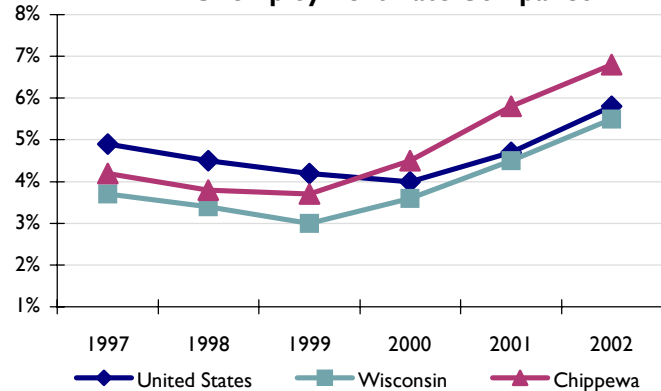
Source: DWD, Office of Economic Advisors, US Census, SF-4 (PCT-79), WI Demographic Services

Chippewa County Workforce Profile

creased over the last several years as new workers move into the county. In 1997 the total labor force in Chippewa County was 30,538 and the unemployment rate was 4.2 percent. The labor force increased to 31,450 in 2002, but the unemployment rate increased to 6.8 percent (the highest since 1986) as the number of unemployed increased to 2,130.

Mid-way through 2003, the employment picture has not improved although there have been a few encouraging signs, especially in the nation. As the economy recovers, and labor shortages once again become a major problem for employers, unemployment rates will decline.

Unemployment Rate Comparison



Chippewa County Civilian Labor Force Data

	1997	1998	1999	2000	2001	2002
Labor Force	30,538	30,736	30,196	30,305	31,046	31,450
Employed	29,250	29,568	29,088	28,933	29,241	29,318
Unemployed	1,288	1,168	1,108	1,372	1,805	2,132
Unemployment Rate	4.2%	3.8%	3.7%	4.5%	5.8%	6.8%

Source: WI DWD, Bureau of Workforce Information, LAUS program, 2003

Occupations in demand

Chippewa County is in the west central region of the state and the list of jobs on the right is representative of the jobs in the county.

The greatest demand for workers is in the occupations on the 'Most Openings' list. This list includes many occupations considered as first-time, or temporary, jobs that workers often leave as other opportunities open up. Turnover is high and wages are low. There are a few exceptions on the list: registered nurses and truck drivers. Both require a greater degree of education or training and the wage scales also reflect this.

The 'Fastest Growth' occupations are often referred to as hot jobs, with more training requirements and better wages. There are often fewer openings in these jobs since the list is based on the greatest percent change in employment; for example, an occupation that increases from 5 to 10 jobs increased 100 percent whereas an occupation that increases from 2,000 to 2,200 jobs increased only 10 percent.

West Central Region Occupation Projections: 2010

	Top Ten Occupations	Education & Training Typically Required*	Average Wage**
Fastest Growth	Computer Support Specialists	Associate degree	\$17.37
	Network/Computer Systems Admin	Bachelor's degree	\$15.59
	Computer Software Engrs Apps	Bachelor's degree	\$30.52
	Medical Assts	1-12 mo. on-the-job training	\$11.45
	Social/Human Service Assts	1-12 mo. on-the-job training	\$11.96
	Medical Records/Health Info Techs	Associate degree	\$11.38
	Computer/Information Systems Mgrs	Work experience & degree	\$25.56
	Hotel/Motel/Resort Desk Clerks	1-month or less training	\$8.19
	Child Care Wrkrs	1-month or less training	\$7.91
	Pharmacy Techs	1-12 mo. on-the-job training	\$9.90
Most Openings	Retail Salespersons	1-month or less training	\$9.70
	Cashiers	1-month or less training	\$7.25
	Comb Food Prep/Serv Wrk/Incl Fast	1-month or less training	\$7.10
	Waiters/Waitresses	1-month or less training	\$7.27
	Registered Nurses	Bachelor's degree	\$21.57
	Nursing Aides/Orderlies/Attendants	1-month or less training	\$9.71
	Stock Clerks/Order Fillers	1-month or less training	\$8.84
	Truck Drivers/Heavy/Tractor-Trailer	1-12 mo. on-the-job training	\$15.03
	Bartenders	1-month or less training	\$7.98
	Labrs/Frght/Stock/Matrl Movers/Hand	1-month or less training	\$10.11

* The most common way to enter the occupation, not the only way

** Wages from Occupation Employment Statistics survey responses for region, 2001

West Central WDA includes Barron, Chippewa, Clark, Dunn, Eau Claire, Pepin, Pierce, Polk and St. Croix counties.

Source: WI DWD, Bureau of Workforce Information, 2002

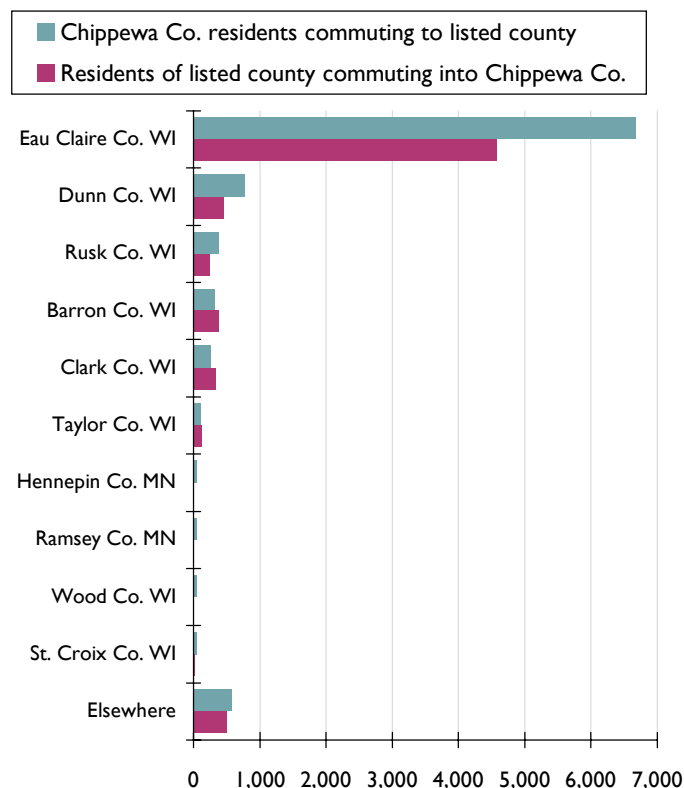
County Commuting Patterns

The 'county-to-county worker flow' files, also known as county commuting patterns, are one of the most anticipated data sets released by census. It is a key piece of information when profiling the workforce of a local community, especially in Chippewa County where a large share of the labor force is employed outside of the county. In Wis-

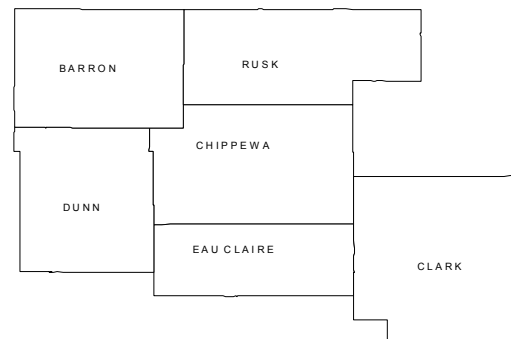
consin, commuting patterns for municipalities are also available every ten years from the census and were released in April 2003.

In Chippewa County 9,294 residents, over one-third of the county's workforce (34%), traveled out of the county for a job. Three out of every four of the workers who left the county headed for destinations in Eau Claire County and most of those workers had jobs with employers in the City of Eau Claire. For every three Chippewa County resident that commutes to Eau Claire two Eau Claire residents commute to Chippewa. It is this sharing of workforce that binds the two counties as a metropolitan area. The fact that so many residents travel out of the county for a job is also the primary reason that the labor force in Chippewa County is greater than the number of jobs with area employers.

Overall more workers travel out of the county for a job than commute in. Employers in Chippewa County attract roughly 4,575 workers from neighboring counties and most of them travel from Eau Claire County. Workers from Barron County find employment closer to home in the City of Bloomer and workers from Clark County are more likely to find a job in Stanley. The most popular destination for workers from all areas is the City of Chippewa Falls followed by the Chippewa share of the City of Eau Claire.



	Chippewa Co. residents commuting to listed county	Residents of listed county commuting into Chippewa Co.	Net gain or loss of workers
Eau Claire Co. WI	6,668	4,572	-2,096
Dunn Co. WI	780	454	-326
Rusk Co. WI	387	242	-145
Barron Co. WI	318	384	66
Clark Co. WI	258	335	77
Taylor Co. WI	111	126	15
Hennepin Co. MN	51	12	-39
Ramsey Co. MN	51	6	-45
Wood Co. WI	47	3	-44
St. Croix Co. WI	44	16	-28
Elsewhere	579	501	-78



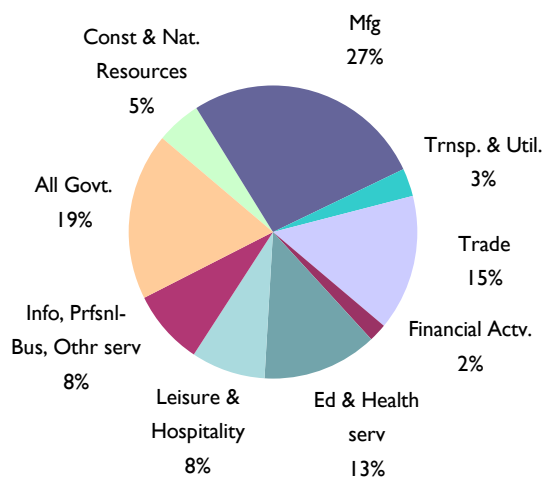
Source: US Dept. of Commerce, Census 2000, County-to-county worker-flow files

Industry Employment -

Introducing NAICS (North American Industry Classification System)

In 2003 the industry coding system for employers, used to publish employment estimates, changed from the Standard Industrial Classification (SIC) to the North American Industry Classification System (NAICS). The transition from SIC, used for the last seventy years, to NAICS began in 1997 with the Economic Census. However, the monthly Current Employment Statistics program, responsible for the monthly nonfarm wage and salary employment estimates for counties, initiated the change with the revision of 2002 estimates.

Chippewa County Industry Distribution: 2002



Because NAICS is so different, revisions to earlier years' estimates are difficult and do not appear in this publication. Estimates for 1990 to 2001 have been published for states and metropolitan areas.

There are new industry classifications in NAICS that simply did not exist in SIC. Good examples of this are the new industry sectors for leisure and hospitality and information. Previously employment in leisure and hospitality was included in retail trade (restaurants) and in services (hotels and resorts), and many information jobs were in manufacturing (printing and publishing).

Other changes to the Chippewa employment estimates for 2002 are visible in the table below (SIC distribution uses unrevised estimates). Transportation employment is grouped with warehousing and utilities and no longer includes communication. Jobs from communication are now grouped with publishing jobs in the new sector of information.

Wholesale and retail trade jobs declined to 15 percent of total employment in NAICS from 21 percent. There are a couple of reasons for the drop. Warehousing jobs were moved to the transportation group and restaurants, food service companies and bars were moved to a new NAICS sector of leisure and hospitality as were jobs with hotels and lodging facilities. This new sector should make it easier to monitor changes in tourist related businesses.

(Continued on page 7)

2002 Industry Employment in Chippewa County: A comparison of two classification systems

NAICS Super-sectors	Employment	Distribution	SIC Industry Divisions	Distribution
Construction, natural resources & mining	1,074	5%	Construction & Mining	10%
Manufacturing	5,955	27%	Manufacturing	50%
Transportation, warehousing & utilities	648	3%	Transportation, utilities & communication	7%
Trade (wholesale & retail)	3,264	15%	Wholesale trade	6%
			Retail trade	30%
Financial activities	468	2%	Finance, insurance & real estate	4%
Information, professional & business services, other services	1,800	8%	Services & misc (incl. agr, forestry, fishing)	35%
Education and health services	2,808	13%	Government	31%
Leisure & hospitality	1,825	8%		
Government	4,092	19%		

Source: WI DWD, Bureau of Workforce Information, Current Employment Statistics Program, March 2003

Chippewa County Workforce Profile

Another new sector for education and health services should provide more information on the rapidly expanding health industry. It is grouped with private education, but most education jobs are included in the public sector.

The lists of top ten industries and employers in Chippewa County uses the North American Industry Classification System. In this list all private and public education were grouped together making it the largest indus-

try sector in the county. One big change with this list over previous years is the sub-groups within health services, two of which appear on the top industry list.

Together the largest industry sectors provide over 40 percent of the 21,900 jobs in the county while the ten largest employers provide one in every five jobs. This list is dated March 2003 and since then two employers have had substantial reductions in employment: Mason Shoe Mfg. and Northern Wisconsin Center.

Top 10 Industry Groups in Chippewa County

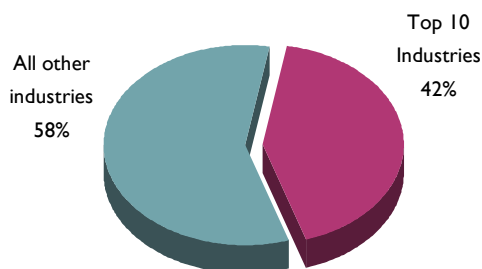
Industry Group	March 2003		Numeric change 2002 - 2003
	Employers	Employees	
Educational Services	11	1,588	21
Nursing and Residential Care Facilities	16	1,436	-25
Computer and Electronic Product Mfg	10	1,241	-944
Food Services and Drinking Places	99	1,199	4
Executive, Legislative, & Gen Government	31	985	8
Hospitals	3	948	-45
Motor Vehicle and Parts Dealers	48	764	64
Machinery Manufacturing	16	705	-12
Plastics & Rubber Products Manufacturing	13	586	60
Food And Beverage Stores	20	576	46

*data suppressed to maintain confidentiality

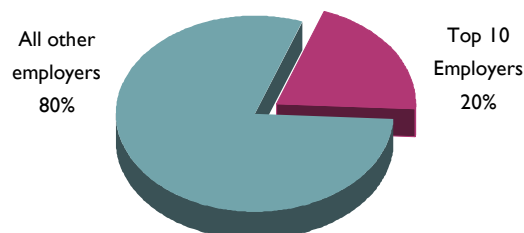
Top 10 Employers in Chippewa County

Company	Product or Service	Size
Chippewa Falls Public School	Elementary & secondary schools	500-999
Saint Joseph's Hospital	General medical & surgical hospitals	500-999
Silocon Graphics, Inc.	Electronic computer manufacturing	500-999
Mason Shoe Mfg. Co.	Men's footwear (except athletic) manufacturing	500-999
County of Chippewa	Executive & legislative offices, combined	500-999
Northern Wisconsin Center	Residential mental retardation facilities	500-999
Extendicare Homes, Inc.	Nursing care facilities	250-499
Stanley Correctional Institution	Correctional institutions	250-499
Cray, Inc.	Electronic computer manufacturing	250-499
Celestica Corp.	Electronic computer manufacturing	100-249

Share of jobs with top 10 industries



Share of jobs with top 10 employers



Source: WI DWD, Bureau of Workforce Information, ES-202 special report, First quarter, 2003

Chippewa County Workforce Profile

The bottom graph illustrates the strong presence of manufacturing in Chippewa County. Even though total jobs in Chippewa County is only 30 percent of the metro area total, over half of the metro area manufacturing jobs are in the county. Roughly 29 percent of all jobs in the county and 39 percent of total payroll are with manufacturing employers. The annual average wage for manufacturing workers is the highest in the county but are lower than in the state.

The average wage for all workers in Chippewa County of \$28,058 increased 2.7 percent from the 2001 average of \$27,315. Statewide the average wage rose 2.7 percent in 2002.

Even though NAICS provides a better picture of wages in the new sectors there are still details on part time jobs and temporary employment missing that are key components to annual average wages.

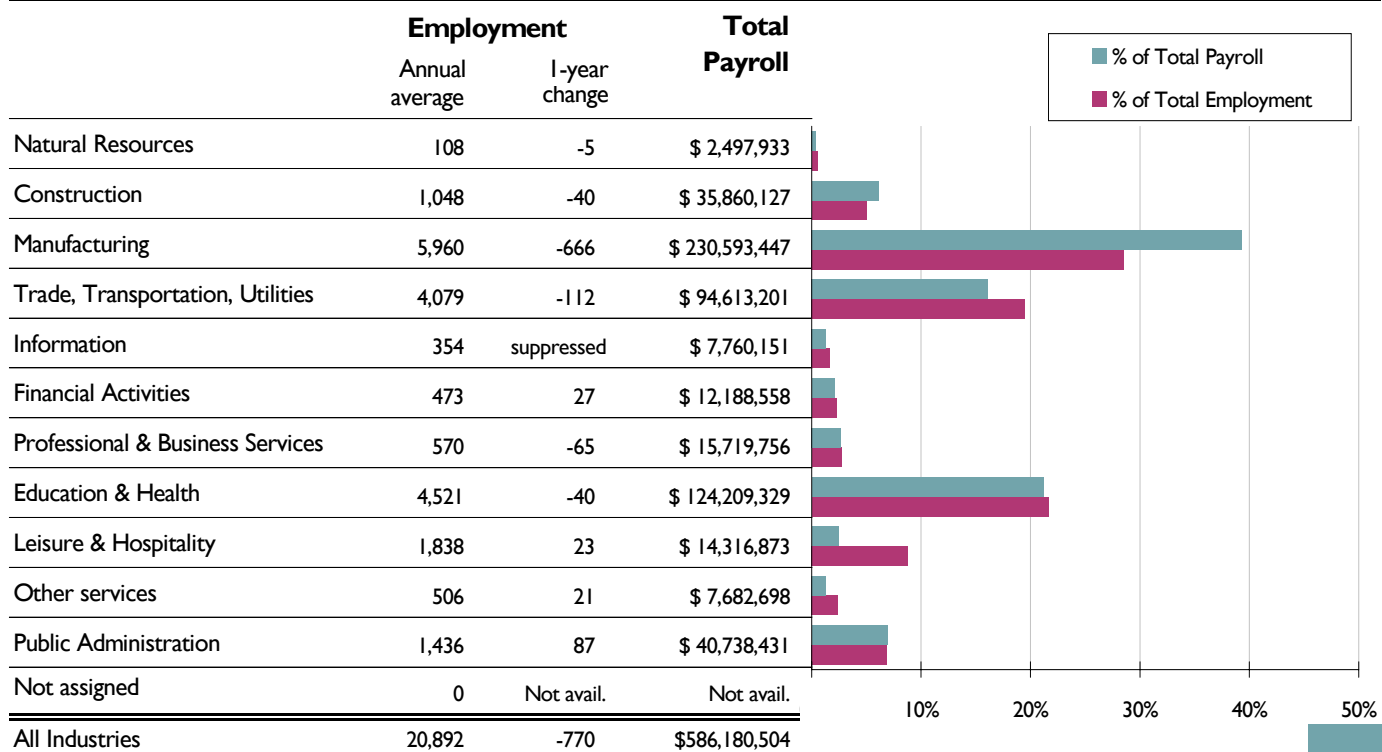
Average Annual Wage by Industry Division in 2002

	Average Annual Wage Wisconsin	Average Annual Wage Chippewa County	Percent of Wisconsin	1-year % change
All Industries	\$ 32,422	\$ 28,058	87%	2.7%
Natural resources	\$ 25,481	\$ 23,129	91%	-4.5%
Construction	\$ 39,649	\$ 34,218	86%	-0.3%
Manufacturing	\$ 40,584	\$ 38,690	95%	5.7%
Trade, Transportation, Utilities	\$ 28,422	\$ 23,195	82%	3.9%
Information	\$ 38,871	\$ 21,921	56%	Not avail.
Financial activities	\$ 40,337	\$ 25,769	64%	4.1%
Professional & Business Services	\$ 36,324	\$ 27,579	76%	-6.7%
Education & Health	\$ 33,768	\$ 27,474	81%	4.9%
Leisure & Hospitality	\$ 11,837	\$ 7,789	66%	-4.0%
Other services	\$ 19,500	\$ 15,183	78%	7.0%
Public Administration	\$ 33,769	\$ 28,369	84%	2.6%

Source: WI DWD, Bureau of Workforce Information, Covered Employment & Wages, August 2003

Census 2000 revealed that 23.8 percent of the workforce works part-time and 18.8 percent work less than 40 weeks per year. In Wisconsin 24.1 percent work part-time and 19.5 percent work less than 40 weeks per year. Workers with less than full-time employment decrease the average annual wage in the county.

2002 Employment and Wage Distribution by Industry in Chippewa County



Source: WI DWD, Bureau of Workforce Information, Covered Employment and Wages, August 2003

Per Capita Personal Income

Net earnings from jobs both in and out of the county, self-employment, and proprietorships, comprise the greatest share of total personal income in Chippewa County. Even though net earnings comprise 63.8% of total county income that is slightly less than both the state and national share of 66.7 and 67.6 percent, respectively. That's because the share of transfer payments, which include social security, is a bit higher in Chippewa County.

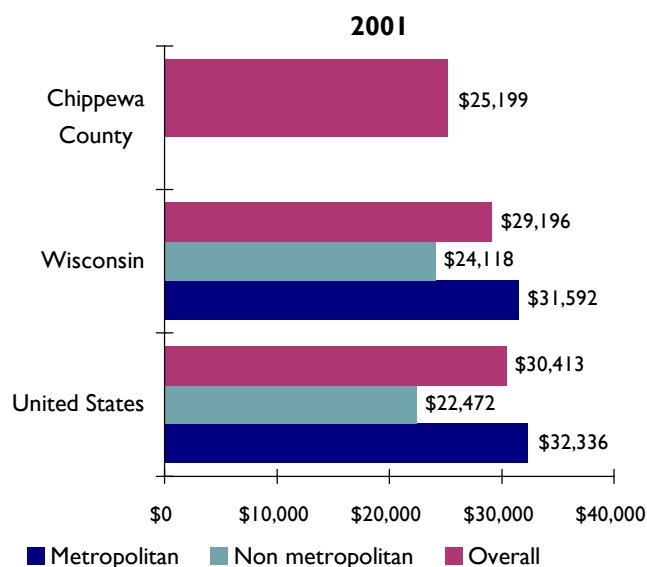
An annual average wage that is only 87 percent of the state and a slightly higher share of income from

transfer payments, contributes to a lower per capita personal income in the county. The gap widens even more when you compare Chippewa County to other metropolitan areas in Wisconsin and the nation. Jobs in Chippewa County are in occupations similar to those in non-metropolitan areas.

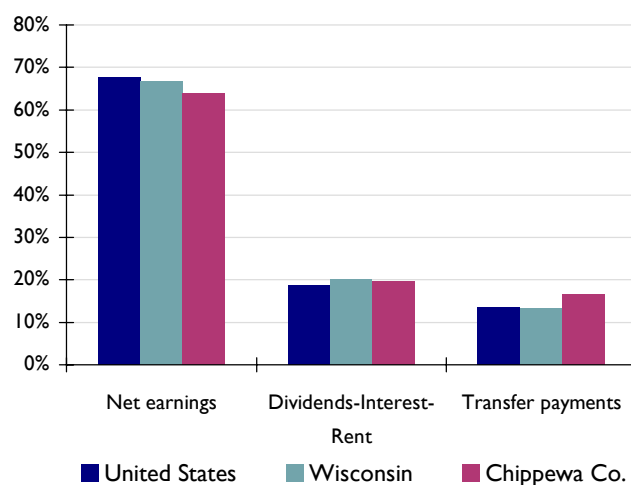
The Chippewa County PCPI of \$25,199 in 2001 was 83 percent of the national PCPI and 86 percent of the state. It ranked 32nd among the 72 counties in Wisconsin.

Per Capita Personal Income

	1996	1997	1998	1999	2000	2001	Percent Change	
							1 year	5 year
United States	\$24,270	\$25,412	\$26,893	\$27,880	\$29,760	\$30,413	2.2%	25.3%
Wisconsin	\$23,301	\$24,481	\$26,004	\$26,926	\$28,389	\$29,196	2.8%	25.3%
Chippewa County	\$19,905	\$21,204	\$23,061	\$23,801	\$25,059	\$25,199	0.6%	26.6%



Components of Total Personal Income: 2001



Source: US Dept. of Commerce, Bureau of Economic Analysis, State & Local Personal Income, May 2003, CAI-3, CA05

WWW addresses of source data

Wisconsin population estimates and projections:

<http://www.doa.state.wi.us/dir/index.asp>

Education levels of population, labor force participation rates, commuting patterns:

<http://www.census.gov/main/www/cen2000.html>

Labor force estimates (employed and unemployed), industry employment, average annual wages:

<http://www.dwd.state.wi.us/lmi/>

Occupations in-demand:

http://www.dwd.state.wi.us/lmi/wda_map.htm

Per Capita Personal Income:

<http://www.bea.gov/bea/regional/reis>

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